ABSTRACT

A data-class recommender, such an electronic program guide that recommends television programs, avoids

5   users getting trapped in a rut when the users select the same programming material over and over again. In an embodiment, the recommender may be programmed automatically to leverage the profile of another user to broaden the user's profile. For example, the recommender may use the

10   target descriptions of other users in a same household of the user as a guide for broadening the user's profile. Alternatively, the household profile may be used as a filter for source material for soliciting feedback from the user. In this way, rather than simply broadening the

15   user's range arbitrarily, guidance from other profiles, related in some way to the user, is obtained and leveraged. Note that the "relationship" can include friends, published stereotypes representing interests of the user, and others.